

Government Communication in the Digital Era in Branding The Soul of Java as the Wonosobo Regency Slogan

Dwian Hartomi Deed Padma Eldo¹, Sri Rahayu²

Study Program Political Science, Faculty of Communication and Social
Politics, Al-Qur'an Science University, Indonesia¹

Study Program Islamic Broadcasting Communication, Faculty of
Communication and Social Politics, Al-Qur'an Science University, Indonesia²

e-mail: * dwianhartomieldo@unsiq.ac.id

ABSTRACT

The role of the Government in conveying information today has challenges, one of which is the digital era which must be utilized properly. This research aims to see and analyze the Digital Communication carried out by the Wonosobo Regency Government in Branding the soul of Java as the slogan of Wonosobo Regency. This is very important to study because it needs to be seen how far the effectiveness is achieved in this regard. The method used was a descriptive qualitative approach with interviews as one of the data collection techniques in addition to direct observation. Informants were selected based on their suitability for understanding digital communication and Wonosobo the soul of Java branding strategies. The results showed that the Wonosobo Regency Government utilizes social media in carrying out its digital communication, and the platforms used are Instagram, Facebook, YouTube, and TikTok. While the effectiveness in using social media is still not optimal, this is because Wonosobo people are not familiar with social media as a means of government communication and also Wonosobo people mostly work as farmers who do not have much activity on social media.

Keywords: Digital Communication, Branding Strategy, Local Government

INTRODUCTION

Government communication is one of the important things in government management at both the central and regional levels. In the current digital era, communication strategies have experienced quite significant developments in several methods. Starting from conventional communication where the communicator must meet directly with the communicant, to now using digital technology. This is due to increasingly massive globalization and modernization (Fauziyah & Mahara, 2022). The impact of all this is the need for good communication management in accordance with current developments so that the message to be conveyed is on target and received by the public.

Communication governance is a policy that aims to guarantee quality information services. Communication governance is very important in order to



establish cooperation and integration(Hidaya et al., 2022). Governance and communication models need to be planned well so that they can provide benefits according to needs, especially in government communications. The government communication model is a common concern at the moment, this is due to developments over time, where the government must also be ready to adapt to existing advances.

In an increasingly advanced digital era, information and communication technology (ICT) has changed the communication model as a whole, including in government environments(Lane et al., 2023). Information systems are a combination of information technology and people's activities. Even though there is the most sophisticated information technology, no one operates it, resulting in the information system not running optimally(Septiansyah et al., 2023). This has opened the door to a major transformation in the way governments communicate with citizens, and digital communications have become central to government strategies for disseminating information, interacting with citizens, and increasing public engagement.

Government digital communications refers to the use of various digital platforms and tools, such as websites, social media, mobile applications, and email, to deliver information, services, and policies to citizens(Putri et al., 2022). This phenomenon not only influences the way governments communicate, but also creates a new paradigm in interactions between government and society(Dunan, 2020). This is a challenge for the government regarding how to convey the message it wants to convey to the public.

In the context of digital innovation, governments face pressure to adapt quickly to technological changes and evolving societal preferences(Fuglsang & Hansen, 2022). This raises significant challenges and opportunities in defining effective communications strategies, strengthening public engagement, and ensuring government transparency and accountability. Research into government digital communications is becoming increasingly important to understand the dynamics, trends, and impacts of these changes. Through in-depth analysis, we can gain valuable insights into how governments use digital platforms to achieve their goals, the response of society to such initiatives, and their potential impact on democratic and inclusive governance.

Currently, digital communication is not only used as an innovation to provide information to the public, but is also used to introduce something important to the government. One form of utilizing digital communication is city branding for an area. City branding is a city management strategy with a

management concept that provides a glimpse of a city regarding its potential and advantages(Muis, 2023). City Branding helps people remember a place, so each region must compete in developing its regional potential to create a good image in the eyes of the public. Some areas that we often hear about have their own city branding, including:

Table 1. City Branding of several Cities/Regencies in Indonesia

No	Area	City Branding
1	Jakarta	<i>EnjoyJakarta</i>
2	Yogyakarta	<i>The Never EndingAsia</i>
3	Solo	<i>The Spirit of Java</i>
4	Ambon	<i>City of Music</i>
5	Poor	<i>Beautiful Malang</i>
6	Bantul	<i>City of Crafts and Folk Arts</i>
7	Banyuwangi	<i>Sunrise of Java</i>
8	Ponorogo	<i>Ethnic Art of Java</i>
9	Surabaya	<i>Sparkling Surabaya</i>
10	Wonosobo	<i>The Soul of Java</i>

Source: data processed by researchers, 2024

The table above shows several regions in Indonesia that use city branding for their respective regions. City management strategy or better known as City Branding is a description of a city's management that provides a glimpse of the city(Megantari, 2019). The positioning of a city in City Branding will create a mindset in someone's mind, be it tourists from outside the area or the people around the city/district. Apart from that, through city branding, cities/districts can not only meet their specific needs locally, but can also increase their global role in overcoming global challenges such as the climate crisis.(Figri & Rochim, 2023).

This research will focus on one district in Central Java, namely Wonosobo Regency. Wonosobo Regency is one of the districts in Central Java which has a lot of potential for tourism growth. Apart from that, several areas are included in one of the National Tourism Strategic Areas(Masrurun & Nastiti, 2023). The Wonosobo Regency Government responded to this by encouraging tourism growth so that it becomes a destination that is of interest to domestic and foreign

tourists. Wonosobo Regency, which has the slogan The Soul of Java as the current regional characteristic, needs to be disseminated massively. This aims to introduce Wonosobo Regency to the public with all the local wisdom that exists as well as tourist destinations that need to be visited.

Introducing city branding requires appropriate and efficient communication, because the benefits of city branding can be felt, building a strong identity, increasing attractiveness, increasing competition, and increasing community pride.(Susilowati & Kussanti, 2023).For the Wonosobo Regency Government, city branding has a positive impact, including being able to increase public trust in the regional government, and also from the community side, it will be able to increase community participation in regional development if they have a sense of pride and ownership of their region. Therefore, it is not surprising that each region creates slogans in the form of city branding and also tries to carry out this promotion using effective communication methods.

Wonosobo Regency, which has the city branding "The Soul of Java", has a deep meaning and philosophy regarding this matter, the aim is for Wonosobo to be known to the outside community for its potential. For more clarity regarding the meaning and philosophy of Branding Wonosobo the soul of Java, see the image description and meaning below;

Figure 1. Wonosobo Regency Branding Logo



Based on data from Bappeda Wonosobo in 2019, when it was first formulated regarding city branding for Wonosobo Regency, it could be interpreted that "Wonosobo the Soul of Java" conveys the meaning that:

1. The Wonosobo people with their local wisdom and culture are a true wealth that is able to produce harmony between nature and humans which is reflected in the creativity, taste and work of the Wonosobo people;
2. That Wonosobo Regency is the forerunner of Javanese culture which has developed since the 8th century;

3. Wonosobo Regency is a comfortable, beautiful and safe tourist destination, as well as an area that is conducive to trade and investment activities.

Meanwhile, the philosophy and meaning of the slogan "Wonosobo the soul of Java" can be interpreted as conveying that meaningThe people of Wonosobo with their local wisdom are Wonosobo's true wealth. The wisdom and culture of the Wonosobo people produces harmony between nature and humans, which is reflected in the creativity, taste and work of the Wonosobo people. Wonosobo is "The Soul of Java" because history shows that this area is the forerunner of Javanese culture. History shows that culture in Wonosobo developed in the 8th century, earlier than the construction of Borobudur and Prambanan temples. In the present, Wonosobo remains an inspiration for Indonesia and even the world as a society that upholds the values of human rights, diversity and tolerance. "Java" is a name and place that is internationally known. Apart from the geographic location of Wonosobo Regency on the island of Java, using the name "Java" is a strategy to introduce Wonosobo more easily to the international market.

The Wonosobo district government has a task, apart from communicating the vision, mission and strategy of the organization, it also needs to carry out communication regarding how the branding "Wonosobo The Soul of Java" is better known to the public and is also used to gain a common meaning with the public while changing public perceptions to support it. Basically, apart from carrying out internal communication within its bureaucratic organization, the government also carries out external communication, namely communication to the wider environment(Dwidjowijoto, 2004).This aims to disseminate information to the public not only in Wonosobo Regency.

Choosing the right media and communication model will influence how to carry out effective and efficient city branding. Wonosobo, the soul of Java, must be known by the public at large and not only in Wonoosbo district but also abroad. If we look at the current sata era, digital communication has become an effective form of communication in conveying messages. Digital communication can be defined as a series of communication activities aimed at conveying messages to potential consumers using various kinds of digital media, with the aim that this communication provides changes in the knowledge, attitudes and actions of potential consumers towards a product.(Sutrisno et al., 2023). This is aimed at building awareness of the existence of an area and attracting the interest of potential immigrants who want to go to Wonosobo Regency.

In this article, we will investigate the phenomenon of government digital communications comprehensively, exploring its various aspects from the

communication strategies used to its social and political implications. Through this analysis, we hope to make a meaningful contribution to our understanding of how government digital communications influence the dynamics of the relationship between government and society, as well as how we can leverage them more effectively in the context of sustainable development and public services.

METHODOLOGY

Data collection using a qualitative approach was carried out through structured interviews with informants who were deemed to understand and comprehend the problems currently being researched. The first informant is a State Civil Apparatus who works at the Wonosobo Regency Bappeda and the second informant works at the Wonosobo Regency Communication and Information Service. Both informants are considered to understand and comprehend the branding that has been carried out by the Wonosobo Regency Government regarding the slogan The Soul of Java. Apart from conducting interviews, researchers also made observations on social media accounts owned by the Wonosobo Regency Government, on Instagram, Facebook and Tiktok. Interviews were conducted in February 2024, and were carried out at separate times and places between one informant and another. The goal is to get data that is accurate and meets your needs. Data analysis in the field uses the Miles & Huberman model which consists of three stages, namely data reduction, data presentation, initial conclusion drawing stage and data verification (Miles, MB & Huberman, 1984). At the verification stage, triangulation of data obtained from interviews with informants, observations on websites and literature review was carried out to draw final conclusions.

RESULTS AND DISCUSSION

Government Communication Model in Branding Wonosobo The Soul Of Java

Digital branding is one way to promote a brand or product to make it stronger and more famous, which is done digitally. Social media is a small part of digital. Meanwhile, city branding is a contemporary term used by a group of local governments to promote their territory as a regional development effort. (Ismiati & Rachman, 2023).

District government digital communications wonosobo on the Branding Slogan Wonosobo The Soul Of Java has been carried out through digital media platforms. These include YouTube, Instagram and Website. One of the local government agencies in Wonosobo Regency which is active in branding this slogan through digital communication is the communications and information services department (Diskominfo). The data findings of the digital media

platform used by the communications and information services department as branding media for Wonosobo The Soul Of Java are as follows:

Table.1 Wonosobo Regency Diskominfo Account Data on Wonosobo The Soul Of Java branding

Digital Media Platform	Social Media Account Name	Information
YouTube	WebTV	Active
Instagram	@diskominfo_wonosobo	Active
	@pesonafmwonosobo	Active
	@officialwonosobotv	Active
	@wonosobohebat	Active
Website	https://diskominfo.wonosobokab.go.id/	Active
TikTok	Wonosobo Diskominfo	Active

Source: Data processed by researchers, 2024

Based on table 1 above, it was found that there were 4 digital platforms with 6 account names and 1 website account address that were active in the Wonosobo The Soul Of Java branding publication by Diskominfo. Looking at the data above, the majority of platforms used are Instagram social media. This is the basic means for the next action to review the Instagram social media account in more detail apart from the source from Diskominfo as a regional apparatus which is responsible for the official public communication media account belonging to the Wonosobo district government.

The next finding is that there is support for social media accounts from regional stakeholders and from other Regional Apparatus Organizations (OPD). "Through the platform we use, there is Instagram with the name Wonosobo Great, each regional apparatus also has social media. We are on Tik Tok too, because now there are people there too. "We also branded the accounts of the Regent and the deputy regent. We also branded the accounts of regional leaders and then we also have Wonosobo Charm Radio." (Diskominfo Interview, January 29 2024). Meanwhile, according to Masrurun, the success of a region's development is largely determined by the success of collaboration between stakeholders(Masrurun & Nastiti, 2023). The findings in this research are on Instagram accounts of regional stakeholders and OPD as media to actively support the publication of Wonosobo's The Soul Of Java branding. The data is as follows:

Table.2 Instagram account data on Wonosobo The Soul Of Java branding

institution name	Instagram Account Name	Information
-------------------------	-------------------------------	--------------------

1. Department of Tourism and Culture	@disparbudwonosobo	Active
2. Local Government Agency	@bappedawonosobo	Active
3. Population Control and Family Planning Service, PPPA	@dppkbpppa_wsb	Active
4. Secretariat of the Regional People's Representative Council	@jdih.setwanwonosobo	Active
5. Regent of Wonosobo	@bupati.wonosobo	Active
6. Deputy Regent of Wonosobo	@deputybupati.wonosobo	Active
7. social services	@dinsospmd.wsb	Active
8. Regional Archives Department	@arpusdawonosobo	Active
9. Department of Public Works and Spatial Planning	@dpuprwonosobo	Active
10. Department of Agricultural Food and Fisheries	@dispaperkanwonosobo	Active
11. Cooperative and SME Trade Service	@disdagkopukm.wsb	Active
12. Department of Education, Youth and Sports	@disdikporawsb	Active
13. Nakerintrans Department	@disnaker_wonosobo	Active
14. Regional Secretary's Welfare Section	@kesra_setdawonosobo	Active

Source: Data processed by researchers, 2024

According to table 2, it was found that there were 14 active accounts on the Instagram platform consisting of accounts owned by regional stakeholders and accounts owned by the OPD of Wonosobo district which were involved in collaborating regarding the branding of Wonosobo The Soul Of Java. Evidence of the active involvement of stakeholders and OPD of Wonosobo Regency in collaborating on branding Wonosobo The Soul Of Java includes: 1) There is evidence of digital collaboration in publications between stakeholder accounts and OPD in the publication of Wonosobo The Soul Of Java which has been carried out, 2) There is evidence of action digital publication of information related to the Wonosobo slogan/logo The Soul Of Java, 3) The existence of digital evidence with hashtags (tag images) between collaborators on Instagram accounts and social media between stakeholders and the Wonosobo district OPD. This is proven in the following image taken from a collaborator's Instagram social media account between the accounts @diskominfo_wonosobo, @disparbudwonosobo, @wonosobohebat and other partner media accounts:

Figure.1 Wonosobo Branding Publication Account Collaborator The Soul of Java



Based on the identification above and analysis of the results of in-depth interviews with Diskominfo as the person in charge of the official account for regional government information publications, as well as through digital literacy observations and literature review, the results were formulated into a mass communication model through identification of the elements of mass communication according to Harlord D Lasswell which consists of: 1) Communicator, 2) Message, 3) Target, 4) Media and 5) Effect (Mutmainnah, 2021). So the Instagram social media accounts belonging to stakeholders and Regional Apparatus Organizations (OPD) within the ranks of the Wonosobo district government as communicators have spread messages and information targeting the general public, which is done openly through digital media. As for the effects of disseminating this information, it is necessary to review the effects of branding Wonosobo The Soul Of Java, Wonosobo district through the following digital communication indicators:

a) Information Manipulation

The results of interviews with sources regarding the information production process before the publication stage to the public, "We have a content creator group that we share there, then we have several content creators so the process is just between that. Editing editors see each other and this is a routine matter. But if we have simultaneous negotiations at the event, when there is information about what the OPD is requesting or something big it is discussed throughout the OPD and it reaches the hearing location. Because the ACC asks all regional officials to share this information with residents. We also have requests from superiors, from this department we ask for something with our own concept, so when we produce content we return it to the person who requested it. So we layer it depending on the type of content being created." (Diskominfo Interview, January 29 2024)

b) Information Network

The results of interviews with sources regarding information networks, "We collaborate quite a lot with our local online media such as *tribun.com*, Wonosobo Zone. We also continue to collaborate with other media locally with private radio and we also invite cooperation. We also collaborate with other communities, including the Institute, Indah Institute and Unsiq too. We like to collaborate with others with various content that is shared by the community and masses in Wonosobo." (Diskominfo Interview, January 29 2024)

c) Density

The results of interviews with sources related to information density, "If there are more publication issues related to *The Soul Of Java*, we will enrich it at the event. So at that event we never calculated the average number. "It's just that we have a calendar of events. If the average of events from 15 sub-districts is probably a prediction a month or an average of twice a month, that's outside of the various information we provide." (Diskominfo Interview, January 29 2024)

d) Information Capacity

The results of interviews with sources regarding Information Capacity, "Indeed, Diskominfo is more dynamic and not too rigid. And every piece of content we have to provide new possibilities, it takes time. "We do have some duplicate information that is really important, such as ceremonial activities and other activities, which are normal and normal routines for us and don't layer up." (Diskominfo Interview, January 29 2024)

e) Partial Action

Results of interviews with sources regarding acts of partiality, "And also who made the request. The BPKPBA service often requests content about stunting from us and also from the health service and then we return it to them. as far as I know it is not restricted, unless it fits into the corridor. Sometimes we are a bit confused about covering a one-week event, we don't refuse it. So usually when a one-week event is presented we ask for photos and then we produce them. (Diskominfo Interview, January 29 2024)

Based on the results of identifying the effects of mass communication through digital communication indicators, the provision of information is carried out through an information processing process, there is a collaboration system with various information networks, while the density of information is planned and measurable. There is an act of entrusting information provided by collaborators in the form of event information or information that is still related to the public interest. So the effect of mass communication carried out by the local government on the community in branding Wonosobo *The Soul of Java* is an informative effect.

Wonosobo Branding Strategy The Soul Of Java

Branding a region as a regional development effort requires special strategies or methods to make it happen. Synergy of The government as the organizer is tasked with encouraging the private sector and the public to participate actively (Hartono et al., 2019) The Wonosobo The Soul Of Java branding strategy carried out by the Wonosobo district government, in this case the Wonosobo Diskominfo, is as follows: 1) Purpose indicators, the government carries out a branding strategy by packaging information content and utilizing issues that are of interest to the public, which is felt to be more effective to convey branding messages. Apart from attractive content packaging, other strategies are carried out, "Every activity includes The Soul of Java logo. Whatever the content, whatever message you want to convey, you must include that." (Diskominfo Interview, January 29 2024).

Environmental Indicators, the government feels that it is a challenge to be able to build branding with content that is accepted by the public. One of the explanations of the strategy carried out but often gets results that are not quite on target with the information, "Indeed, our challenge is that the response and feedback from the public is very dynamic, so sometimes -Sometimes we have a message and they respond differently." (Diskominfo Interview, January 29 2024).

The direction indicator, as a government agency, is actually ideal in the process of producing information content with an educational branding direction that is widely accessed by the public, but the facts on the ground are that this strategy is often not achieved "Because educational messages, inspirational content are sometimes not interesting, So if we try to mix things up with what's currently viral, we'll also be careful." (Diskominfo Interview, January 29 2024).

Action indicators, the actions taken by the government in the branding strategy for Wonosobo The Soul Of Java, apart from packaging, utilizing viral issues by following the flow of public algorithms, including logos in all events and content, they also carry out collaboration strategies. This has also been explained in Figure 1, "Content "The same thing, for example, uploaded on Wonosobo, is great, where we have arranged the concept in such a way that with just Wonosobo Zone writing, it actually gets more response when we relate it to the current media flow." (Diskominfo Interview, January 29 2024).

Learning indicators, as a strategy for disseminating educational branding information by taking advantage of developing issues, in fact are not free from mistakes that have been made by the government to be corrected, "So we are starting to be careful by choosing existing trends for us to use. We want high

adjustment but also not too controversial. Even though we have limitations in being creative as a government, we learned from Amel's content that she was also invited to Charm FM with almost the same viewers but there weren't too many negative comments there. Maybe they don't know that the government also owns radio. "Because we also learn that the message we want is transmitted to people who actually have influence, even more quickly." (Diskominfo Interview, January 29 2024)

The Effectiveness of Regional Government Digital Communication in Branding Wonosobo The Soul of Java

In digital communication, the existence of technology is the most important infrastructure as a means of realizing effective communication. Information technology used through digital media such as websites, YouTube, TikTok and Instagram can help the government's task of communicating with the public as a form of government service to the community.(Maulana, 2022)In branding Wonosobo The Soul Of Java, technology and digital media are also used as public communication media.

The existence of regional government publications through digital media is part of the government's performance through the implementation of a digital governance model for a region(Septiansyah et al., 2023)Meanwhile, according to Eko Prasetyo, public services can also be provided online via digital platforms. The results of his research state that 55.4% of the broadcasting model is the result of one-way public services with the aim of disseminating information in an area.(Prasetyo et al., 2023).

Reviewing the effectiveness of the Wonosobo district government's digital communications in Branding The soul of Java in the following table:

Table 3. Effectiveness of Digital Communication in Wonosobo The Soul Of Java branding

Digital	Communication	Information
Effectiveness Indicators		
Share	Website, Youtube, Tiktok and Instagram	
Optimize	Collaborative	
Manage	Serial content format, viral issue, gimmick	
Engagement	Sometimes interested, sometimes not	

Source: Data processed by researchers, 2024

Based on the information in table 3, the effectiveness of digital communication in branding Wonosobo The Soul of Java has been made by the local government in digital publications, however the results of the effectiveness of digital communication are still not optimal, this can be proven by the response and feedback from the community from the engagement information provided. still fifty-fifty. The effectiveness of communication also needs to be seen in terms of how the community is the recipient of information, because the community is the one who receives the message that the regional government of Wonosobo district wants to convey.

There is a need to improve strategies that are appropriate to community conditions in carrying out digital communications regarding branding Wonosobo, the soul of Java. Talking about branding, not many people understand and understand the meaning and purpose of branding, especially if it is done by utilizing digitalization. The current situation is that many Wonosobo people still work and earn income from farming activities. This is also one of the inhibiting factors in carrying out digital communication to the public, so it has an impact on the effectiveness and message to be conveyed.

CONCLUSION

Based on the results of the study and analysis carried out by researchers regarding the communication of the Wonosobo Regency regional government in branding "The Soul of Java," several things can be drawn as conclusions. First, the Wonosobo Regency regional government's digital communication model in branding "The Soul of Java" involves the collaborative use of various digital mass media, such as YouTube, websites, Facebook, TikTok, and Instagram. Local governments as communicators have conveyed messages or information to the public through these platforms, with the majority of usage being on Instagram. The digital communication effect that occurs is an informative effect, where information is disseminated to the wider community through owned platforms.

Second, the branding strategy used by the Wonosobo Regency government is to utilize a content marketing strategy packaged with viral issues and published on digital platforms. The aim is to attract people's attention by looking at issues or discussions that are busy on social media.

Third, regarding the effectiveness of digital communications carried out by the government, it still needs improvement. This is due to the need to disseminate information that is more massive and able to reach more people. Currently, the people of Wonosobo are not used to using social media as an information medium, but only as entertainment, so digital media has not been utilized optimally.

BIBLIOGRAPHY

- Dunan, A. (2020). Government Communications in the Digital Era: Public Relations and Democracy. *Pekommas Journal*, 5(1), 71. <https://doi.org/10.30818/jpkm.2020.2050108>
- Dwidjowijoto, RN (2004). *Government Communications: An Agenda for Indonesian Government Leaders* (1st ed.). Alex Media Komputindo.
- Fauziyah, NK, & Mahara, A. (2022). Bener Meriah Regency Government Communication Strategy in Marketing Gayo Coffee and Community Empowerment. *Academic Journal of Da'wa and Communication*, 03(02). <https://ejournal.uinsaid.ac.id/index.php/ajdc/article/view/5600>
- Fiqri, A., & Rochim, M. (2023). Jatiwangi Art Factory's Public Relations Strategy in Branding Jatiwangi Roof Tiles Products. *Bandung Conference Series: Public Relations*, 3(2), 1135–1146. <https://doi.org/10.29313/bcspr.v3i2.9585>
- Fuglsang, L., & Hansen, A. V. (2022). Framing improvements of public innovation in a living lab context: Processual learning, constrained space and democratic engagement. *Research Policy*, 51(1). <https://doi.org/10.1016/j.respol.2021.104390>
- Hartono, E., Safitri, DP, & Kurnianingsih, F. (2019). The Role of Regional Government in Building City Branding in Tanjungpinang City (Case Study of Kampung Pelangi). *Journal of Public Spirit*, 14(02), 103–110. <https://jurnal.uns.ac.id/spirit-publik/article/view/39286>
- Hidaya, N., Majid, A., & Rabiah, S. (2022). Communication Management Strategy of the South Sulawesi Province Cultural Heritage Preservation Center in Increasing Tourist Visits to Fort Rotterdam Makassar. *STIMULI Communication Science Journal*, 03(01), 63–79. <https://jurnal.ilkom.fs.umi.ac.id/index.php/respon/article/download/78/62>
- Ismiati, D., & Rachman, A. (2023). City Branding of Kendal: Regional Imaging Strategy Through Logo and Tagline. *Journal of Civil Service*, 15(1), 181–191. <https://doi.org/10.21787/jbp.15.2023.181-191>

- Lane, J.N., Leonardi, P.M., Contractor, N.S., & DeChurch, L.A. (2023). Teams in the Digital Workplace: Technology's Role for Communication, Collaboration, and Performance. *Small Group Research*.
<https://doi.org/10.1177/10464964231200015>
- Masrurun, ZZ, & Nastiti, DM (2023). Stakeholder Analysis in the Development of the Wonosobo Regency Tourism Strategic Area. *Indonesian Tourism Journal*, 17(01), 99-118.
- Maulana, RY (2022). Collaborative Digital Transformation of West Java Provincial Government. *Noken Journal: Social Sciences*, 07(02), 263-277.
<http://ejournal.um-sorong.ac.id/index.php/jn/article/view/1784>
- Megantari, K. (2019). Implementation of the Ponorogo Regency City Branding Strategy "Ethnic Art of Java." *Aristo Journal: Social Politics of Humanities*, 07(01), 130-146. <http://journal.umpo.ac.id/index.php/aristo/aristo@umpo.ac.id>
- Muis, AM (2023). City Branding Strategy "Coffee Republic" Bondowoso to encourage MSMEs and increase tourist visits. *Journal of Development Policy*, 18(2), 159-170. <https://doi.org/10.47441/jkp.v18i2.329>
- Mutmainnah, MHK (2021). Communication Strategy of the Nanggalo Police, Padang City in Promoting Awareness of the Theft of Speda Motor Vehicle. *Student Research Journal of Da'wah and Communication*, 2(6), 255-262. <https://www.semanticscholar.org/paper/Strategi-Komunikasi-Polsek-Nanggalo-Kota-Padang-Muthmainnah-Kurniadi/cf5f22fdb141488d26c3224e891f3286311bcb3c>
- Prasetyo, E., Mazya, TM, & Nurimani, N. (2023). Application of Digital Governance Model in Online Public Services Application of Digital Governance Model in Online Public Service. *Journal of Governance*, 9(2), 81-94. <https://www.semanticscholar.org/paper/Penerapan-Model-Tata-Kelola-Digital-Pada-Pejalan-Prasetyo-Mazya/c797dae772bfebad39026073dbc710f0fcd6af42>
- Putri, NI, Suharya, Y., Munawar, Z., & Komalasari, R. (2022). The Influence of Digital Communication during the Covid-19 Pandemic on Changes in Community Behavior. *Commerical: Journal of Universal Communication*, 03(02), 90-101. <https://doi.org/10.38204/komversal.v3i2.649>
- Septiansyah, B., Wulandari, W., Gunawan, W., & Rochaeni, A. (2023). The Role of Information and Communication Technology in Village Public Services in the Digital Era 4.0 (Case Study of Ciburial Village Government, Cimenyan District, Bandung Regency). *Praja Academia Journal*, 06(02), 261-271. <https://doi.org/10.36859/jap.v6i2.1734>
- Susilowati, S., & Kussanti, DP (2023). Implementation of the slogan "West Java is Champion" in City Branding for the Tourism Sector in Various Cities in West Java. *Journal of Trias Politics*, 07(01), 01-15. <https://www.journal.unrika.ac.id/index.php/jurnaltriaspolitika/article/view/5025>

Sutrisno, S., Lestari, M., & Agus, I. (2023). Digital Marketing Communication Analysis Using the Marketing Mix Approach in Sade Tourism Village. *Sebatik Journal*, 27(01), 37-42. <https://doi.org/10.46984/sebatik.v27i1.2093>